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CMG HEALTHY MOTION SEATING™: REVOLUTIONIZING PASSENGER COMFORT AND WELLNESS IN THE SKIES – SHORTLISTED FOR 2025 CRYSTAL CABIN AWARD

INDIANAPOLIS, INDIANA, December 26, 2024

CMG's **Healthy Motion Seating™** has been shortlisted for the prestigious **2025 Crystal Cabin Award**, recognizing groundbreaking innovations in airline interior design. This announcement underscores a growing emphasis on passenger health and wellness in the aviation industry, particularly for first- and business-class travelers on long-haul flights.

Dr. Paul Phipps, CMG's Chief Medical Officer and Director of Research and Development, shared: "Our technology is a game-changer in addressing the physical and psychological challenges of prolonged air travel. Healthy Motion Seating™ improves passenger well-being by enhancing comfort, boosting circulation, and reducing the discomfort that often accompanies hours of sitting."

Enhancing Passenger Wellness at 35,000 Feet

Prolonged immobility during long flights often leads to discomfort, fatigue, and diminished blood flow—factors that detract from passenger well-being. **Healthy Motion Seating™** counteracts these issues with **subtle, small, gradual seat adjustments** that:

- **Redistribute body weight**, reducing tissue fatigue that leads to pain and discomfort.

- **Promote better circulation**, minimizing the risk of stiffness, swelling, and deep vein thrombosis.
- **Elevate mood and comfort**, as demonstrated in independent university studies.

This technology provides a **seamless, therapeutic experience**, described by passengers as “moving from one comfortable position to another like melting butter.”

A Perfect Fit for Airline Sustainability Goals

In addition to its wellness benefits, Healthy Motion Seating™ aligns with the aviation industry’s **sustainability objectives**:

- **Software-based solution**: Requires no additional hardware or weight, preserving fuel efficiency.
- **Eco-conscious innovation**: Supports airlines’ commitment to achieving net-zero CO2 emissions by 2050.

Global Recognition and Industry Adoption

Already embraced by luxury automakers Mercedes-Benz and Bentley, and in various stages of development with other globally recognized brands, Healthy Motion Seating™ has proven its value in enhancing passenger comfort and wellness. Its adaptation for long-haul airline seats represents a **natural evolution** in premium airline seating technology, offering unparalleled comfort on long overseas flights that can exceed 20 hours.

“Healthy Motion Seating™ is a feature that hits all of our objectives”, said an executive from an award-winning global airline that cannot be identified due to confidentiality.

“As leading airlines increasingly prioritize passenger well-being, our technology offers a unique, patented, innovative solution that combines science, comfort and wellness, and sustainability,” said Dr. Phipps.

For more information on CMG’s Healthy Motion Seating™, visit www.comfortmotion.com or contact our Aviation Sector Business Development team (contact information provided above).

This press release highlights the **transformational impact** of CMG’s technology, emphasizing its benefits for **health and comfort** as well as its alignment with the industry’s sustainability goals.



**CRYSTAL
CABIN**
AWARD®
Shortlisted 2025